|        | PROGRAM 2439-S Term:                                 | Date of Awa | rd thru June 30 | , 2004 (Option | n Thru 6/08) |              |              |              |           |              |
|--------|--|-------------|-----------------|----------------|--------------|--------------|--------------|--------------|-----------|--------------|
|        |  |             |                 |                |              |              |              |              |           |              |
|        |  |             | NPC Inc.        |                | Pearson NCS  |              | Social &     |              | GPO       |              |
|        |  |             |                 |                |              |              | Health Svcs. |              | Estimate  |              |
|        |  | BASIS       | Claysburg       |                | Bloomington  |              | Rockville    |              |           |              |
| ITEM   |  | OF          | PA              |                | MN           |              | MD           |              |           |              |
| NUMBER | ITEM DESCRIPTION                                     | AWARD       | UNIT RATE       | COST           | UNIT RATE    | COST         | UNIT RATE    | COST         | UNIT RATE | COST         |
| <br>I. |  |             |                 |                |              |              |              |              |           |              |
|        |  |             |                 |                |              |              |              |              |           |              |
|        | COMPLETE PRODUCT:                                    |             |                 |                |              |              |              |              |           |              |
| (a)    | Printing unique survey (including the assigned       |             |                 |                |              |              |              |              |           |              |
|        | number and bar code) - Each survey                   | 585,028     | 0.104           | 60,842.91      | 0.31         | 181,358.68   | 0.1522       | 89,041.26    | 0.20      | 117,005.60   |
| (b)    | Printing #9 Business Reply Envelope in a single      |             |                 |                |              | /            |              |              |           |              |
|        | ink - Each envelope                                  | 557.356     | 0.015           | 8.360.34       | 0.0165       | 9.196.37     | 0.0318       | 17,723.92    | 0.02      | 11,147.12    |
| (c)    | Printing #10 Envelope in a single ink -              | 1           |                 |                |              |              |              |              |           |              |
|        | Each envelope  | 877.892     | 0.016           | 14.046.27      | 0.02         | 17.557.84    | 0.0323       | 28.355.91    | 0.02      | 17.557.84    |
| (d)    | Printing each unique letter (including the assigned  |             |                 | ,              |              | ,            |              |              |           | ,            |
|        | number) in a single ink - Each letter                | 877,892     | 0.06            | 52,673.52      | 0.114        | 100,079.69   | 0.0811       | 71,197.04    | 0.09      | 79,010.28    |
| (e)    | Printing Reminder Postcard (including the            |             |                 |                |              | ,            |              |              |           |              |
| (6)    | assigned number) in a single ink - Each postcard     | 307,696     | 0.005           | 1.538.48       | 0.053        | 16,307.89    | 0.0387       | 11,907.84    | 0.03      | 9,230.88     |
|        | ADDITIONAL OPERATIONS:                               | 007,000     | 0.000           | 1,000.40       | 0.000        | 10,007.00    | 0.0007       | 11,507.04    | 0.00      | 3,200.00     |
| (a)    | Creating survey/making major revisions to existing   |             |                 |                |              |              |              |              |           |              |
| (a)    | survey (including the cost of proof) - Each survey   | 4           | 1,000.00        | 4,000.00       | 485.00       | 1,940.00     | 567.36       | 2,269.44     | 700.00    | 2,800.00     |
|        | Making minor revisions to existing survey -          |             | 1,000.00        | 4,000.00       | 403.00       | 1,340.00     | 307.30       | 2,203.44     | 700.00    | 2,000.00     |
| (D)    | Each survey  | 12          | 250.00          | 3.000.00       | 135.00       | 1,620.00     | 113.47       | 1.361.64     | 170.00    | 2.040.00     |
|        | Creating and maintaining a database for each         | 12          | 230.00          | 3,000.00       | 133.00       | 1,020.00     | 113.47       | 1,501.04     | 170.00    | 2,040.00     |
|        | unique taxpayer, per order (must include the cost    |             |                 |                |              |              |              |              |           |              |
|        | of maintaining 1-800 phone line with live            |             |                 |                |              |              |              |              |           |              |
|        | operators; removing "white mail" from respondent's   |             |                 |                |              |              |              |              |           |              |
|        | envelopes and packaging for shipment to PCG or       |             |                 |                |              |              | ļ            |              |           |              |
|        |  |             |                 |                |              |              |              |              |           |              |
|        | GALLUP; and all other materials and operations       | -           |                 |                |              |              |              |              |           |              |
|        | associated with the marketing research aspect of     | -           |                 |                |              |              |              |              |           |              |
|        | the contract with the exception of Items (d) and     | 207.000     | 6 10            | 400 000 00     |              | 200 000 12   | 0.0100       | 405 000 01   | 0.50      | 450 040 00   |
|        | (e) below) - Each unique taxpayer                    | 307,696     | 0.43            |                |              |              |              | 105,632.04   | 0.50      |              |
|        | Scanning returned surveys - Each survey              | 222,944     | 0.15            | 33,441.60      | 0.05         | 11,147.20    | 0.1098       | 24,479.25    | 0.10      | 22,294.40    |
| (e)    | Coding and keying handwritten comments into          | 00.405      |                 | 400 700 :-     |              | 450 004 - :  |              | 05 000 -     |           | 440.000.00   |
|        | the database - Each survey                           | 82,488      | 2.30            | 189,722.40     | 1.93         | 159,201.84   | 0.7884       | 65,033.54    | 1.70      | 140,229.60   |
|        | Saddle folding surveys from 17 x 11" to 8 1/2 x 11"  |             |                 |                |              |              |              |              |           |              |
|        | (including two wire stitches if over 4 pages) - Each | 27,672      | 0.20            | 5,534.40       | 0.02         | 553.44       | 0.0258       | 713.94       | 0.08      | 2,213.76     |
|        |  | -           | -               |                |              |              | -            |              |           |              |
|        | TOTAL  |             |                 | AFAF 400.00    |              | *********    |              |              |           | AFFE 077 40  |
|        | TOTAL  |             | 0.050/          | \$505,469.20   |              | \$698,965.35 |              | \$417,715.82 |           | \$557,377.48 |
|        | DISCOUNT   |             | 0.25%           | . ,            |              |              |              | \$0.00       | 0.00%     |              |
|        | NET TOTAL  |             |                 | \$504,205.53   |              | \$698,965.35 |              | \$417,715.82 |           | \$557,377.48 |
|        |  | -           |                 |                |              |              |              |              |           |              |
|        |  |             |                 | AWARDED        |              |              |              |              |           |              |